

ADVERTISING

STANDARDS AND OBJECTIVES

Levels:	Grades 10-12
Units of Credit:	1 semester (0.5)
CIP Code:	08.9904
Prerequisite:	None
Course Web Site:	http://www.usoe.k12.ut.us/ate/Marketing/market.htm

COURSE DESCRIPTION

This course provides the student with an understanding of basic advertising principles in relation to promotion and marketing and training for an entry-level job position in the exciting, constantly changing service fields of advertising and display. Competing successfully as a specialist requires competency in human relations, communication, selling, management, mathematics, and budgeting. One should also understand the appropriate and productive use of display space, television, radio, newspaper, digital media, and other forms of promotion. Specific training helps the student create, produce, and accurately evaluate the efficiency of various props, exhibits, and advertising strategies as they relate to an integrated marketing communications program. Students taking marketing classes should have the opportunity to participate in DECA, the student marketing leadership association. DECA-related activities and curricula can be used as an approved part of all marketing classes.

STANDARD 08.9904-01	Students will understand the concept of creativity in the promotional industry.
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OBJECTIVES
08.9904-0101

Understand the concept of creativity.

- Define creativity.
- Identify personal traits commonly associated with creativity.
- Describe ways in which employees can demonstrate creativity on the job.
- Describe specific techniques for developing/enhancing creativity.
- Explain how creativity can be applied to solve problems.
- Apply creativity to business situations.

STANDARD 08.9904-02	Students will understand the difference between advertising and marketing and their relationship in an integrated marketing communications program.
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OBJECTIVES
08.9904-0201

Understand the concepts of advertising and promotion.

- Define the following terms: advertising, consumers, reach, frequency, goods, services, ideas, medium, mass media, consumer advertising, business advertising, personal selling, sales promotion, public relations, collateral materials.
- Discuss advertising's role in the marketing strategy.
- Differentiate advertising from other forms of marketing communications.

08.9904-0202

Understand the concept of marketing.

- Define the following terms: marketing, target market, target audience, marketing mix.

- Identify and explain the four elements of the marketing mix.
- Explain the difference between consumer and business markets.

STANDARD
08.9904-03

Students will understand the concepts of marketing segmentation and marketing mix and their role in developing an advertising program.

OBJECTIVES
08.9904-0301

Understand the concept of marketing segmentation.

- Define the following terms: mass marketing, market segmentation, behavioristic segmentation, geographic segmentation, demographic segmentation, psychographic segmentation, geodemographic segmentation, primary demand trend.
- Distinguish between mass marketing and market segmentation.
- Demonstrate how demographic, behavioristic, geographic, and/or psychographic information would aid an advertiser in developing a new campaign.
- Explain the target marketing process.

08.9904-0302

Understand the concept of marketing mix.

- Define the following terms: marketing mix, product life cycle, direct distribution, indirect distribution, personal communication, nonpersonal communication, personal selling, advertising, direct marketing, public relations, collateral materials, sales promotion.
- Analyze the product life cycle and explain the role of marketing and advertising during each phase.
- Explain how companies use the place element to establish their products in the market.

STANDARD
08.9904-04

Students will understand the role of branding as it pertains to advertising.

OBJECTIVES
08.9904-0401

Understand the role of branding.

- Define the following terms: branding, individual brands, family brands, national brands, private labels, licensed brands, brand recognition, brand preference, brand insistence, brand strategies, brand positioning, packaging.
- Describe the characteristics of a good brand name.
- Explain how branding helps consumers and marketers differentiate products.
- Explain how manufacturers determine which type of brand to use.
- Discuss the advantages and disadvantages of using brands.
- Describe the stages of brand loyalty.
- Discuss what types of problems can arise from branding.
- Explain how brand strategies and brand positioning are used to accomplish a company's marketing goals.
- Explain the considerations manufacturers must consider when packaging their products.

STANDARD
08.9904-05

Students will understand the role of publicity and sales promotion as they pertain to promotion.

OBJECTIVES
08.9904-0501

Understand publicity.

- Define publicity.
- Identify characteristics of publicity.
- Discuss the advantages and disadvantages of publicity to businesses.
- Explain reasons for trying to obtain publicity.
- Explain publicity planning and the steps taken to create a positive publicity program.

- Describe the different types of public relations tools used by publicity managers and give examples of when it would be appropriate to use each type.

08.9904-0502

Understand sales promotion.

- Define sales promotion.
- Identify examples of sales promotion.
- Explain the effect of sales promotion on brand volume.
- Discuss the different types of trade promotions, including slotting allowances, trade deals, display allowances, buyback allowances, advertising allowances, co-op advertising and advertising materials, dealer premiums and contests, spiffs, and company conventions and dealer meetings.
- Discuss the different types of consumer promotions, including point-of-purchase materials, coupons, combination offers, electronic coupons, convenience cards, cents-off promotions, refunds, rebates, premiums, sampling, contests and sweepstakes.

STANDARD

08.9904-06

Students will understand how to use and create print media, as well as the costs associated with placing print advertisements.

OBJECTIVES

08.9904-0601

Understand how to create print advertising.

- Define the following terms: design, layout, visuals, headline, subhead, body copy, slogan, seal, logo.
- Describe the purpose of an ad's layout and design.
- Describe the steps involved in creating print ads.
- Explain the impact of visuals in print ads.

08.9904-0602

Understand how to use print media effectively.

- Define the following terms: bleed, cover position, junior unit, island halves, insert, gatefold, custom magazine, consumer magazines, farm publications, business magazines, display advertising, classified advertising, public notices, pre-printed inserts, tearsheets, proof copy, insertion orders.
- Categorize types of magazines.
- Compare the different options advertisers have when placing advertisements in magazines.
- Categorize types of newspapers.
- Compare the different options advertisers have when placing advertisements in newspapers.

08.9904-0603

Understand print circulation and pricing.

- Define the following terms: circulation audit, guaranteed circulation, primary circulation, secondary circulation, vertical publication, horizontal publication, paid circulation, controlled circulation, cost per thousand, frequency discounts, volume discounts, cash discounts, local rates, national rates, flat rates, discount rates, short rates, combination rates, run-of-paper (ROP), preferred position rate, full position rate, split runs.
- Explain advertising rates in magazines.
- Describe factors affecting the cost of magazine advertising rates.
- Explain advertising rates in newspapers.
- Describe factors affecting the cost of newspaper advertising.

STANDARD

08.9904-07

Students will understand how to use and create broadcast media, as well as the costs associated with placing broadcast advertisements.

OBJECTIVES

08.9904-0701

Understand how to create electronic advertising.

- Define the following terms: scripts, storyboards, straight announcement, presenter, testimonial, demonstration, jingle, slice-of-life, lifestyle, animation, animatic.

- Explain the different formats for radio and television commercials and give an example of an appropriate use for each.

08.9904-0702

Understand the different types of electronic advertising.

- Define the following terms: electronic media, broadcast TV, cable TV, network advertising, spot announcements, syndication, program-length ads, imagery transfer.
- Describe the different types of television advertising.
- Distinguish between broadcast and cable television.
- Discuss the advantages of radio and television advertising.

08.9904-0703

Understand ratings and buying time.

- Define the following terms: rating services, program rating, gross rating points, avails, run-of-schedule, positioning, preemption rates, network advertising, spot advertising, local advertising, dayparts, run-of-station, total audience plan.
- Explain how audience viewership/listenership affects advertising rates.
- Compare the daypart mixes for radio and television and determine whether any trends exist; explain how these trends affect advertising.

STANDARD
08.9904-08

Students will understand the use of digital media and direct mail in an advertising program.

OBJECTIVES

08.9904-0801

Understand the use of digital media as an advertising medium.

- Define the following terms: digital media, digital interactive media, mass audience venue, private audience venue, personal audience venue, interactive TV, websites, banners, buttons, rich media, rich mail, sponsorships, meta ads, spam, ad request, click rate, cookies.
- Describe the role of digital media in an advertising campaign.
- Distinguish between the different types of Internet advertising.
- Analyze the effect the Internet has had on advertising.
- Explain the costs associated with using digital media as an advertising medium.

08.9904-0802

Understand the use of direct mail as an advertising medium.

- Define the following terms: direct mail, sales letters, postcards, business reply letters, folders and brochures, broadsides, self-mailers, statement stuffers, house organs, catalogs, house list, mail-response list, compiled list.
- Explain the different types of direct mail and give examples of when each would be used in an advertising campaign.
- Compare direct mail to digital media, explaining the cost in relation to the reach and saturation of the audience.
- Explain the different types of lists used in direct mail advertising and the advantages of each.

STANDARD
08.9904-09

Students will understand the use of out-of-home, exhibitive, specialty, and supplemental media in an advertising program.

OBJECTIVES

08.9904-0901

Understand the use of out-of-home media in advertising.

- Define the following terms: out-of-home media, outdoor advertising, bulletins, 30-sheet poster panels, 8-sheet posters, spectaculars, 100 showing, transit advertising, transit shelter advertising, terminal posters, inside cards, car-end posters, outside posters, taxicab exterior advertising, basic bus, take ones, bus-o-rama signs, mobile billboards, electronic signs.
- Explain the different types of outdoor advertising and the uses for each.
- Describe how you would create an effective outdoor advertisement.
- Explain the impact of regulation on outdoor advertising.
- Explain the different types of transit advertising and the uses for each.

- 08.9904-0902 Understand the use of exhibitive media in advertising.
- Define the following terms: exhibitive media.
 - Describe how you would improve packaging for a product to make it environmentally conscious.
 - Analyze product packaging and explain its impact on the advertising process.
 - Explain how companies benefit from trade show and exhibitive advertising.
 - Describe the steps involved in creating an exhibitive booth program.
- 08.9904-0903 Understand the use of specialty media in advertising.
- Define the following terms: specialty advertising, promotional products, premiums.
 - Distinguish between the different types of specialty advertising and give an example of each.
- 08.9904-0904 Understand the use of supplemental media in advertising.
- Define the following terms: directories, video brochures, cinema advertising, product placement.
 - Discuss the use of emerging media in advertising.

PERFORMANCE OBJECTIVE

PO-01

Students will create a promotional campaign.

- 08.9904-0101 Use creativity in the development of a promotional campaign.
- 08.9904-0201 Understand the concepts of advertising and promotion.
- 08.9904-0202 Understand the concept of marketing.
- 08.9904-0301 Understand the concept of market segmentation.
- 08.9904-0302 Understand how to use the various types of advertising and promotion to develop a successful promotional campaign.
- 08.9904-0501 Understand how to use publicity and sales promotion to further your advertising budget.

- **Students will create a slogan and logo for their product/service.**
08.9904-0401 Understand the role of branding.
- **Students will create a print advertisement for their promotional campaign using proper ad layout and design techniques. The print ad will contain a headline, subhead, body copy, and visual.**
08.9904-0601 Students will understand how to create print advertising.
08.9904-0602 Students will understand how to use print media effectively.
- **Students will create an outdoor/transit advertisement for their promotional campaign. Students should incorporate good design techniques, including lettering and color, into their advertisement.**
08.9904-0901 Students will understand the use of out-of-home media in advertising.
- **Students will create a 30-60 second television advertisement for their promotional campaign. Students will develop a script and storyboard for their advertisement.**
08.9904-0701 Students will understand how to create electronic advertising.
- **Students will create a 30-60 second radio advertisement for their promotional campaign. Students will develop a script for their advertisement.**
08.9904-0701 Students will understand how to create electronic advertising.
08.9904-0702 Students will understand the different types of electronic advertising.
- **Students will create a schedule of all planned advertising and sales promotion activities.**
08.9904-0201 Students will understand the concepts of advertising and promotion.
08.9904-0501 Students will understand how to use publicity in their advertising campaigns.
08.9904-0502 Students will understand how to use sales promotions in their advertising campaigns.

08.9904-0602	Students will understand how to use print media effectively.
08.9904-0702	Students will understand the different types of electronic advertising.
08.9904-0801	Students will understand the use of digital media as an advertising medium.
08.9904-0802	Students will understand the use of direct mail as an advertising medium.
08.9904-0901	Students will understand the use of out-of-home media in advertising.
08.9904-0902	Students will understand the use of exhibitive media in advertising.
08.9904-0903	Students will understand the use of specialty media in advertising.
08.9904-0904	Students will understand the use of supplemental media in advertising.

▪ **Students will develop an advertising budget for their promotional campaign.**

08.9904-0603	Students will understand print circulation and pricing.
08.9904-0703	Students will understand ratings and buying time.
08.9904-0801	Students will understand the use of digital media.
08.9904-0802	Students will understand the use of direct mail.
08.9904-0901	Students will understand the use of out-of-home media in advertising.
08.9904-0902	Students will understand the use of exhibitive media in advertising.
08.9904-0903	Students will understand the use of specialty media in advertising.
08.9904-0904	Students will understand the use of supplemental media in advertising.

REFERENCES

Due to the costs of advertising textbooks, no one particular book was used to write this curriculum. Below is a list of the references used. I *would not* recommend purchasing a classroom set of books. All of the information needed for the course is available in the PowerPoint presentations.

Contemporary Advertising, ISBN 0-07-121425-9 (McGraw-Hill)
Principles of Advertising and IMC, ISBN 0-07-111118-2 (McGraw-Hill)
Advertising and Promotion, ISBN 0-07-121438-0 (McGraw-Hill)
Advertising, ISBN 0-538-69870-5 (Southwestern)
Advertising Planning & Techniques, ISBN 0-538-60823-4 (Southwestern)

CURRICULUM RESOURCES

All resources including PowerPoint presentations, teacher's aides, etc. will be provided upon request by calling the Utah State Office of Education at 801- 538-7500.

